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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/025,920	12/26/2001	Jin Soo Lee	K-0373	9467
34610	7590	12/17/2007		
KED & ASSOCIATES, LLP P.O. Box 221200 Chantilly, VA 20153-1200			EXAMINER SCHNURR, JOHN R	
			ART UNIT 2623	PAPER NUMBER
			MAIL DATE 12/17/2007	DELIVERY MODE PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/025,920	LEE, JIN SOO	
	<b>Examiner</b>	<b>Art Unit</b>	
	John R. Schnurr	2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 10 October 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1 and 3-24 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1 and 3-24 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 26 December 2001 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some \* c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |                                                                                        |                                                                   |
|----------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)            | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)   | Paper No(s)/Mail Date. _____                                      |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date <u>01/22/2002</u> .                                              | 6) <input type="checkbox"/> Other: _____                          |

### DETAILED ACTION

1. This Office Action is in response to the amendment after non-final rejection filed 10/10/2007. Claims 1 and 3-24 are pending and have been examined.

#### *Response to Arguments*

2. Applicant's arguments with respect to claims 1 and 3-24 have been considered but are moot in view of the new ground(s) of rejection.
3. Applicant's failure to adequately traverse the Examiner's taking of Official Notice in the last Office Action is taken as an admission of the fact(s) noticed.

#### *Claim Rejections - 35 USC § 103*

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims **1, 3-8, 11-13 and 22-24** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Inoue et al. (US 7,003,790 B1)**, herein Inoue, in view of **Yoshinari (US 5,416,693)** and further in view of **Ghashghai et al. (US Patent Application Publication 2003/0037333)**, herein Ghashghai.

Regarding claim 1, Inoue clearly teaches an apparatus (fig. 1) for calculating audience rating using an interactive television, the apparatus comprising:

a content provider (2, 3 fig.1) equipped with an audience rating analyzer (broadcaster enterprise 2/totalization center 8 - fig. 1) for transferring all kinds of contents (AN data, games, TV programs, software, music) including broadcasting programs (col. 2, lines 11-14; col. 4, lines 12-17; col. 4, lines 29-35; col. 13, line 63-col. 14, line 5; col. 6, lines 56-60), for analyzing a user record information transmitted from a receiver (col. 2,

lines 24-28; col. 4, lines 37-50), and for calculating audience rating per section of a designated content (calculating [totalizing, i.e., adding or calculating] the audience rating on every/per broadcast program section of content or commercial section of content - col. 13, lines 30-36; col. 4, lines 45-50 & col. 10, lines 62-64 in which a plurality of program user ratings for the entire audience are totalized/calculated to provide an audience rating for each/every program or commercial section of content based on the audience rating data D4 -fig. 1 of the corresponding section; fig. 10; col. 13, lines 35-29); and

an interactive television equipped with a controller (CPU 22-fig.2) - (5A-fig.1; 5, 155-fig.2) for providing all kinds of contents provided by the content provider to a user (col. 6, lines 56-60; col. 4, lines 29-36), and for controlling interactive data transfer (col. 4, lines 52-59; col. 6, lines 56-65) and audience rating calculation (col. 8, lines 44-48), " and a user history recorder (memory 25, 23, or 24; col. 6; lines 6-15) for saving information on the user's action (operation selection) on a corresponding content under the control of the controller (fig. 7B in which additional action/operating state information is saved; col. 9, lines 36-40 col. 9, line 64-c01. 10, line 16; col. 10, lines 24-28) and information on the corresponding content (identification information, time information, channel information, etc.; col. 9, lines 20-27 & 57-61) in the form of user record information/audience-rating data D4 -fig. 5 (col. 10, lines 34-35; col. 9, lines 36-40), wherein all the user record information saved in the user history recorder is transferred to the content provider every designated cycle (col. 10, lines 28-33; col. 9, lines 5-9; col. 4, lines 41-50; col. 2, lines 65-67), and

wherein the audience rating analyzer in the content provider provides saving section information of a designated content (sample data is section information of a designated content because the sample data is taken at intervals [sections of time] while a content is being provided by the IRD; col. 9, lines 17-19,54-60; col. 13, lines 30- 35 in which multiple sections are sampled during a designated content, e.g., a • commercial) by detecting a section of the content (program, commercial, EPG, etc.) where an action by the user is made (in which user actions, e.g., watching, viewing EPG, recording actions etc., made during an identified broadcast program or commercial- fig. 10, are detected by the totalization center 8-fig. 1 which analyses the data transferred from each user; col. 5, lines 30-35,38-39; col. 13, lines 36-39; col. 9, lines 36-39 & col. 10, lines 26-32; col. 3, lines 24-26; col. 14, lines 43-44; fig. 7B in which additional action/operating state information is transferred to the totalization center 8, col. 9, line 64-co1. 10, line 16). Inoue further teaches calculating

(totalizing, i.e., adding or calculating) the audience rating on every section (broadcast program section of content or commercial section of content)(Col. 13, lines 30-36; col. 4, lines 45-50 & col. 10, lines 62-64 in which a plurality of program user ratings for the entire audience are totalized/calculated to provide an audience rating for each/every section of content based on the audience rating data D4 -fig. 1 of the corresponding section; fig. 10; col. 13, lines 35-29) is performed by increasing the frequency of the section (totalizing/adding/calculating the audience section watch rate/frequency, i.e., rating, of the broadcast or commercial section; col. 17, lines 58-62; col. 13, lines 36-39; col. 4, lines 45-51) among the other sections (different broadcast program, commercial or EPG, etc. sections fig. 10; col. 17, lines 54-58) when an users does an action on a section of content (col. 17, lines 57-62; col. 10, lines 31-32; col. 13, lines 36-40).

a skipped record area for recording a section information on relevant action, in case the skipped (viewing sections) action is made on the content (When the viewer is displaying the EPG the totalization center 8 interprets this as a skipped section, col.17, lines 57-62);

Inoue even further teaches it is desirable to use weight values to better analyze audience action data (col. 17, lines 39-47), to provide adjustments/corrections to audience rate data when actions overlap (col. 17, lines 51-62), identify audience attitudes based on actions for marketing (col. 10, lines 30-33) and provide highly-flexible totalization methods for analyzing user history information in groups according to a criteria, e.g. age or area (col. 16, lines 61-64,45-48) however fails to disclose using analytical tables.

In an analogous art Yoshinari teaches it is desirable in a section analyzing/rating system (11, 16, 12, 15-fig. 1; fig. 3; col. 5, lines 7-13) using weights (fig. 7 & 8), to provide analytical (search) tables (fig. 3, 5, 7) to evaluate audience attitudes, e.g. interests, on sections of content when the actions corresponding to particular sections of content overlap (col. 6, lines 22-24,49-57; col. 7, lines 8-20).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to modify the system of Inoue to include using analytical tables as taught by Yoshinari for the added advantage of providing a more accurate (maximized) assessment of audience actions and thereby attitudes/ratings for providing better marketing opportunities (Inoue- col. 10, lines 31-33; col. 17, lines45-47; Yoshinari- col. 7, lines 16-20).

However, Inoue as combined with Yoshinari above does not explicitly teach the consumption behavior recorder comprising:

a normal finish record area for recording information regarding whether the user has viewed the entire content to an end at a normal speed,

a stopped record area for recording section information regarding a stopped action made by the user during a middle of the content:, the section information regarding the stopped action including a stop point indicator relative to the content,

a skimmed record area for recording section information regarding a skimmed action made on the content, and

wherein the stopped action, the skimmed action and the skipped action are each different actions; and

wherein the information from the normal finish area, the section information from the stopped record area, the section information from the skimmed record area and the section information from the skipped record area are transferred to the content provider.

In an analogous art Ghashghai teaches recording behaviors including:

a normal finish record area for recording information regarding whether the user has viewed the entire content to an end at a normal speed, (If no trickplay features are used the program is recorded as having been played to an end at normal speed, [0254])

a stopped record area for recording section information regarding a stopped action made by the user during a middle of the content:, the section information regarding the stopped action including a stop point indicator relative to the content, ([0251])

a skimmed record area for recording section information regarding a skimmed action made on the content, ([0248])

wherein the stopped action, the skimmed action and the skipped action are each different actions; (Each of these actions are different actions.)

wherein the information from the normal finish area, the section information from the stopped record area, the section information from the skimmed record area and the section information from the skipped record area are transferred to the content provider. ([0232])

Therefore, at the time the invention was made, it would have been obvious to one with ordinary skill in the art to modify the system of Inoue as combined with Yoshinari by recording a normal finish, stop and a skim, as taught by Ghashghai, for the benefit of aggregating viewer response to programming material (Ghashghai – [0018]).

Regarding claim 3, Inoue in view of Yoshinari and Ghashghai teach the user history recorder is a portable recorder like a smart card (IC card 21 - Inoue- fig. 2) (Inoue- col. 5, lines 30- 33).

Regarding claim 4, Inoue in view of Yoshinari and Ghashghai teach the user history recorder (21 or memory 23, 24, 25 - fig. 2) is installed in the interactive television (Inoue- col. 6, lines 6-14; col. 5, lines 30-33).

Regarding claim 5, Inoue in view of Yoshinari and Ghashghai teach the user history recorder further includes a consumption (selection/use) type recorder for saving information on how a user consumes content. (Inoue- col. 5, lines 30-33; col. 9, lines 36-40 & 54-55)

Regarding claim 6, Inoue in view of Yoshinari and Ghashghai teach a consumption type recorder comprises:

- a simple view record area for recording relevant information and frequency thereof regarding when a user views the content.(Inoue- col. 9, lines 55-61; col. 9, lines 64-65 & col. 10, line 1);

- a recording record area for recording relevant information and frequency thereof regarding when the user records the content (Inoue- col. 9, line 64- col. 10, line 3; col. 17, lines 35-47);

- a back-up saving record area for recording relevant information and frequency thereof regarding when the content is saved in an external storage (VTR 153 - fig. 2) besides a receiver (Inoue- col. 17, lines 35-47); and

- at least one of transfer record area for recording relevant information (transmission times and section history information) and frequency(counts of selections) regarding when the content is transferred to outside through network (Inoue- col. 18, lines 8-18 & lines 23-26; col. 16, lines 1-6 & 16-20).

Regarding claim 7 Inoue in view of Yoshinari and Ghashghai teach a storage record area for storing a content identifier to identify a relevant content (Inoue- col. 9, lines 36-39 & 60- 62; col. 17, lines 58-60).

Regarding claim 8, Inoue combined with Yoshinari and Ghashghai, as in claim 1, teaches the consumption behavior recorder comprises:

a replay record area for recording section information regarding when a rewind action is made on the content; ([0249] Ghashghai)

a slowed record area for recording section information regarding when a slowed action is made on the content; ([0252] Ghashghai)

wherein the stopped action, the skimmed action, the skipped action, the rewind action and the slowed action are each different actions. (Each of these actions are different actions.)

Regarding claim 11, Inoue combined with Yoshinari and Ghashghai teach the information recorded in the skimmed record area and the skipped record area is designated as record information with low attractiveness to a section of the designated content, while the information recorded in the replay record area and the slowed record area is designated as record information with high attractiveness to a section of the designated content (Yoshinari - col. 6, lines 49-57; in which lower weight/importance is given to faster than normal speed actions, e.g., skimming and skipping, and higher weight/importance is given to slower than normal speed actions, e.g., normal playout and slow motion).

Regarding claim 12, Inoue combined with Yoshinari and Ghashghai teach a storage record area for storing a content identifier to identify a relevant content (Inoue - col. 9, lines 36-39 & 60-62; col. 17, lines 58-60).

Regarding claim 13, Inoue in view of Yoshinari and Ghashghai teach user record information recorded in the user history recorder is transferred to the content provider if the content provider request the user record information (Inoue- col. 15, lines 62 - col. 16, line 20).

Regarding claim 22, Inoue combined with Yoshinari and Ghashghai, as in claim 1, teaches:

the section information of the skimmed record area includes information identifying a start and an end of the section. ([0247] Ghashghai)



Regarding claim 23, Inoue combined with Yoshinari and Ghashghai, as in claim 1, teaches:

the section information of the skimmed record area includes information identifying a start and a length of the section. ([0247] Ghashghai)

Regarding claim 24, Inoue combined with Yoshinari and Ghashghai, as in claim 1, teaches:

the section information of the skipped record area (When the viewer is displaying the EPG the totalization center 8 interprets this as a skipped section, col.17, lines 57-62) includes information identifying a start and an end of the section or a length of the section. ([0247] Ghashghai)

6. Claims **14-17, 20 and 21** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Inoue et al. (US 7,003,790 B1)** in view of **Ghashghai et al. (US**

**Patent Application Publication 2003/0037333).**

Regarding claim 14 Inoue teaches the method (and corresponding apparatus) for calculating audience rating using an interactive television, wherein the interactive television receives all kinds of contents (AN data, games, TV programs, software, music) including broadcasting programs from a content provider, provides the contents to a user (col. 2, lines 11-14; col. 4, lines 12-17; col. 4, lines 29-35; col. 13, line 63-col. 14, line 5; col. 6, lines 56-60), saves the user's action information (selection history) on a designated content in a user history recorder (memory), and if necessary, transfers the user record information saved to the content provider (broadcaster enterprise 2/totalization center 8 - fig. 1) (col. 2, lines 24-28; col. 4, lines 37-50), the method comprising:

(a) providing by the interactive television a user with all kinds of contents transferred from a content provider (col. 6, lines 56-60; col. 4, lines 29-36);

(b) storing at the interactive television consumption behavior record (selections/usage) information (col. 4, lines 37-39; col. 5, lines 30-32; fig. 7 & col. 9, lines 64-col. 10, lines 11 ; col. 10, lines 23-30) including information on a user's action (selection) on a specific content (program) and information on a relevant content (identification information, time information, channel information, etc.) in a user history recorder (memory) (col. 9, lines 20-27 & 57-61; col. 6, lines 6-15);

(c) transferring by the interactive television the consumption behavior record information stored in the user history recorder to the content provider every designated cycle (col. 10, lines 28-33; col. 9, lines 5-9; col. 4, lines 41-50; col. 2, lines 65-67); and

(d) analyzing by a specific content provider information in the consumption behavior record information transferred from the interactive television, and calculating (totalizing, i.e., adding or calculating) the audience rating per section/on every section of a designated content (broadcast program section of content or commercial section of content)(col. 13, lines 30-36; col. 4, lines 45-50 & col. 10, lines 62-64 in which a plurality of program user ratings for the entire audience are totalized/calculated to provide an audience rating for each/every program or commercial section of content based on the audience rating data D4 -fig. 1 of the corresponding section; fig. 10; col. 13, lines 35-29) as a frequency of actions by the user increases (i.e., watching the commercial, watching the EPG, or watching the broadcast program etc. during an operation mode sample effects/increases the specific content section's watch rate/frequency when it is determined that the user actually watched the specific content section, i.e., commercial, multiple times during totalization/analyses of the consumption behavior record information; col. 17, lines 57-62; col. 13, lines 30-40)when made in/during the relevant content (totalizing/adding/calculating the audience section watch rate/frequency, i.e., rating, of the broadcast or commercial section based on a set of observances/frequencies of actions/samples; col. 17, lines 58-62; col. 13, lines 36-39; col. 9, lines 50-59; col. 4, lines 45-51)

Inoue further teaches obvious modifications can be made to add new acquisition information and further additional selection history information (col. 18, lines 28-30; col. 10, lines 19-22 & and the three most significant bits - fig. 7B; col. 17, lines 17-19). Inoue even further teaches it is desirable to use weight values to better analyze audience action data (col. 17, lines 39-47), to provide adjustments/corrections to audience rate data when actions overlap (col. 17, lines 51-62), identify audience attitudes based on actions for marketing (col. 10, lines 30-33) and provide highly-flexible totalization methods for analyzing user history information in groups according to a criteria, e.g. age or area (col. 16, lines 61-64,45-48)

However, Inoue does not explicitly teach the transferred consumption behavior record includes:

information related to a rewinding action made by a user on the content,

information related to a slowing action made by the user on the content,

information related to a stopped action made by the user on the content, wherein the rewinding action, the information related to the stopped action including a stop point indicator, the slowing action, and the stopped action are each different actions; and

wherein the analyzed information includes information related to the rewinding action, the information related to the slowing action and the information related to the stopped action.

In an analogous art Ghashghai teaches recording behaviors including:

information related to a rewinding action made by a user on the content, ([0249])

information related to a slowing action made by the user on the content, ([0252])

information related to a stopped action made by the user on the content, ([0251]) wherein the rewinding action, the information related to the stopped action including a stop point indicator, the slowing action, and the stopped action are each different actions; (Each of these actions are different actions.) and

wherein the analyzed information includes information related to the rewinding action, the information related to the slowing action and the information related to the stopped action. ([0232])

Therefore, at the time the invention was made, it would have been obvious to one with ordinary skill in the art to modify the system of Inoue as combined with Yoshinari by recording a rewinding action, slowing action and a stopped action, as taught by Ghashghai, for the benefit of aggregating viewer response to programming material (Ghashghai – [0018]).

Regarding claim 15, Inoue combined with Ghashghai, as in claim 14, teaches the content provider comprises a broadcasting company/enterprise 2 -fig. 1 (col. 4, lines 11-17; col. 6, lines 56-60; col. 4, lines 29-36)

Regarding claim 16, Inoue combined with Ghashghai, as in claim 14, teaches the analyzing further comprises:

designating a first consumption behavior record (selection operation, e.g., purchase of a program) information among other consumption behavior record information currently being transferred from the interactive television as an object consumption behavior record information, and designating a first consumption behavior out of the designated object consumption behavior record information as a new action (identifies the selection/operation, e.g., program purchase action, from the sample data) (col. 9, line 54-col. 10, line 4; sample 166 - fig. 6 & the least significant bit - fig. 7B);

detecting a content ID (program information) and a section (time unit/sample) of the content where the new action is generated, and increasing a frequency of (counting) the action of the detected section (col. 9, lines 56-62);

repeating a procedure of designating the consumption behavior of the corresponding action as a new action if a next action exists in the object consumption behavior record information, a procedure of detecting a content ID and a section of the content where the new action is generated, and a procedure of increasing a frequency of an action on the detected section until a next action does not exist any more in the object consumption behavior record information (totalize/count the action for multiple samples/time units) (col. 9, lines 54-65; col. 10, lines 23-33; col. 3, lines 24-26; col. 2, lines 29-34); and

analyzing the entire content and attractiveness per section according to a user who is recorded in the object consumption behavior record information (col. 17, lines 57-62; col. 9, lines 5-9; col. 10, lines 28-33; col. 3, lines 24-28).

Regarding claim 17, Inoue combined with Ghashghai, as in claim 14, teaches:

deciding a presence of a next consumption behavior record information among other consumption behavior record information transferred, given that a next action does not exist in the object consumption behavior record information (analyzing another action, e.g., recording a program, after counting the purchase actions) (col. 10, lines 4-6; second least significant bit - fig. 7B; col. 10, lines 28-33);

repeating a procedure of designating relevant consumption behavior record information as an object consumption behavior record information, and a procedure of increasing a frequency of a relevant action by finding a section on which the action is made until a next action does not exist any

more in the designed object consumption behavior record information, when the next consumption behavior record information exists (col. 9, lines 54-65; col. 10, lines 23-27; col. 3, lines 24-26; col. 2, lines 29-34);

repeating the deciding and the repeating until a next consumption behavior record information does not exist among other transferred consumption behavior record information (count all identified action types in the sample data; col. 9, lines 40-42 & 49-52); and

analyzing audience rating if the next consumption behavior record information does not exist, based on one of relevant content unit (e.g., channel; col. 9, lines 61-62 & col. 9, lines 17-19), time unit (program time; col. 9, lines 59-60 & col. 9, lines 17-19) or section unit (e.g., commercial or program section; col. 17, lines 56-62) by using information on the content and information on frequency of an action on a certain section of the content.

Regarding claim 20, Inoue combined with Ghashghai, as in claim 14, teaches:

the information related to the slowing action includes information identifying a start of the section and one of an end of the section or a length of the section. ([0247] Ghashghai)

Regarding claim 21, Inoue combined with Ghashghai, as in claim 14, teaches:

the information related to the rewinding action includes information identifying a start of the section and one of an end of the section ([0247] Ghashghai)

7. Claim 9 is rejected under 35 U.S.C. 103(a) as being unpatentable over **Inoue et al. (US 7,003,790 B1)** in view of **Yoshinari (US 5,416,693)** further in view of **Ghashghai et al. (US Patent Application Publication 2003/0037333)**, as applied to claim 1 above, and further in view of **Hoffberg et al. (US 7,006,881 B1)**, herein Hoffberg.

Regarding claim 9, Inoue in view of Yoshinari and Ghashghai teach if the user views again the designated content the user stopped viewing before and a latest stopped point information is again recorded in the stopped record area (in which Yoshinari teaches user playback operations on a program overlap start and stop

points; col. 6, lines 43-57; and Yoshinari further teaches weighting the latest operation actions heavier; col. 7, lines 56-61; it would be obvious to record a latest stopped point for the advantage of providing more accurate and current data for the analysis of viewer behavior).

However, Inoue in view of Yoshinari and Ghashghai fail to disclose all previous stopped record information is deleted.

In an analogous art Hoffberg teaches it is desirable to provide all previous stopped record information is deleted (deleting previously encountered event/program information so that the program/event index is correct; col. 151, lines 36-46).

Therefore it would have been obvious to one of ordinary skill in the art at the time of the Applicant's invention to modify the system of Inoue in view of Yoshinari and Ghashghai to include all previous stopped record information is deleted for the added advantage of increasing the quality of viewer analysis by providing maintenance of selection history to correctly represent user behavior (Hoffberg - col. 151, lines 44- 46).

8. Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over **Inoue et al. (US 7,003,790 B1)** in view of **Yoshinari (US 5,416,693)** further in view of **Ghashghai et al. (US Patent Application Publication 2003/0037333)**, as applied to claim 1 above, and further in view of **Goldshmidt Iki et al. (US 6,184,918 B1)**.

Regarding claim 10 Inoue in view of Yoshinari, Ghashghai and Goldshmidt Iki teach if the user replays the designated content at an ending part of the designated content, the action is recorded in the normal finish record area (the user stops, rewinds and then replays a program to its end and the viewer selection history is updated to reflect the entire program has been watched; Inoue - col. 17, lines 38-40 & 43-47; Goldshmidt - col. 5, lines 30-37; col. 6, lines 13-17; it would have been obvious for the advantage of more accurately calculating overall viewer selection history).

9. Claims 18 and 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Inoue et al. (US 7,003,790 B1)** in view of **Ghashghai et al. (US Patent Application Publication 2003/0037333)**.

Regarding claim 18, Inoue teaches the consumption behavior information includes the user's age, and address, and the audience rating on the relevant content can be calculated being categorized into age, and area, respectively (col. 16, lines 42- 47 & 60-63; col. 17, lines 4-6; col. 4, lines 45-46; col. 15, lines 11-22; col. 8, lines 54-59; col. 9, lines 36-40; col. 9, lines 55-62).

However Inoue fails to teach sex.

The Examiner takes Official notice that it is notoriously known in the art to use sex as demographic data for calculating the efficiency of programming, such as commercials, to attract males or females for demographic breakdowns Of the audience for detailed market analysis.

It would have been obvious to one Of ordinary skill in the art at the time of the Applicant's invention to include sex for the advantage of increasing the quality of viewer analysis for better marketing of programs and products.

Regarding claim 19, Inoue teaches the consumption behavior information includes the user's age, and address, the audience rating on each section (time unit/sample) of the relevant content can be calculated being categorized into age, and area, respectively (col. 16, lines 42-47 & 60-63; col. 17, lines 4-6; col. 4, lines 45-46; col. 15, lines 11-22; col. 8, lines 54-59; col. 9, lines 36-40; col. 9, lines 55-62 and col. 17, lines 57-62; col. 9, lines 54-57; col. 10, lines 24-32; col. 3, lines 12-18).

However Inoue fails to teach sex.

The Examiner takes Official notice that it is notoriously known in the art to use sex as demographic data for calculating the efficiency of programming, such as commercials, to attract males or females for demographic breakdowns of the audience for detailed market analysis.

It would have been obvious to one of ordinary skill in the art at the time of the Applicant's invention to include sex for the advantage of increasing the quality of viewer analysis for better marketing of programs and products.

### ***Conclusion***

10. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP

§ 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to John R. Schnurr whose telephone number is (571) 270-1458. The examiner can normally be reached on Monday - Friday, 7:30am to 5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Grant can be reached on (571) 272-7294. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.



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